

Message Text

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ACTION EB-08

INFO OCT-01 AF-10 ISO-00 COME-00 SP-02 ICA-20 AID-05
NSC-05 TRSE-00 SS-15 STR-07 OMB-01 CEA-01 CIAE-00
FRB-01 INR-10 NSAE-00 XMB-04 OPIC-06 LAB-04
SIL-01 AGRE-00 DOE-15 SOE-02 PA-02 /120 W
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FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 8060

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E.O. 11652: N/A

TAGS: ETRD, BEXP, XX

SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY

REF: STATE 095673

1. IN RESPONSE TO REFTTEL, WE HAVE POOLED OUR THOUGHTS AND THOSE OF VISITING U.S. BUSINESSMEN TO COME UP WITH THE FOLLOWING SUGGESTIONS.

A. MORE SHOULD BE DONE TO ENCOURAGE SMALL BUSINESS EXPORTS. AMONG RECOMMENDED MEASURES ARE MORE FREQUENT STATEMENTS BY SENIOR USG OFFICIALS, THE RETAINING OF DISC FOR SMALL BUSINESS ONLY, MAKING FCIA MORE ACCESSIBLE, MAKING EXPORT FINANCING MORE EASY TO OBTAIN, PLACING SMALL BUSINESS REPRESENTATION ON PRESIDENT'S EXPORT COUNCIL.

B. ONE OF THE WORST LOCAL PROBLEMS EXPORTERS FACE HERE ARE THAT CREDIT TERMS ARE NOT COMPETITIVE. WHILE AMERICAN XSUPPLIERS INSIST ON LETTERS OF CREDIT, SOME OF OUR COMPETITQORS (ESPECIALLY THE FAR EXAST) GIVE 120-150 DAYS CREDIT WITH NO CASH DOWN. ANY SHIFT IN AMERICAN L/C PRACTICE WOULD BE HELPFUL.

C. ADEQUATE FUNDING FOR FAIRS WHICH ARE MORE REPRESENTATIONAL
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THAN COMMERCIAL IN CHARACTER WOULD BE HELPFUL.

D. A MOST EFFECTIVE FORM OF PROMOTION IS TO HAVE FOREIGN BUYERS ATTEND TRADE FAIRS AND SYMPOSIA STAGED IN THE U.S. TO ANNOUNCE THESE OPPORTUNITIES, WE REQUEST FUNDS BE MADE AVAILABLE FOR ADVERTISING IN LOCAL MEDIA. FUNDS FOR THIS PURPOSE COULD BE OBTAINED FROM REDUCING OVERSEAS TRADE PROMOTIONAL EVENTS WHICH

ARE NOT APPROPRIATE FOR SPECIFIC COUNTRIES.

E. STRENGTHEN EXPORT PROMOTION WITHIN THE U.S. CONCENTRATING
ON AWAKENING AMERICAN MANUFACTURERS TO THE POTENTIAL OF SELLING
ABROAD. ESTABLISH TOLL FREE NUMBER IN WASHINGTON TO ANSWER
QUESTIONS FROM ALL OVER U.S.

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